

Link Building

- Link building is one of the most important factors for increasing the ranking of your website in the search engines.
- It allows small businesses with very small advertising budgets to compete with Fortune 500 companies that don't use many of these strategies to build backlinks.
- Get a variety of quality links to your website.
- Use the Google Toolbar to check PageRank.

Types of Link Building

- Online Directory links
- Article directory links
- Article content links – Content Exchanges
- Press release links
- Blog commenting links
- Reciprocal link exchanges
- Social Bookmarking
- Video and Podcasting
- Web 2.0 Properties
- Software directory links, classifieds, form signatures

Anchor Text Links – Quantity vs. Quality

- It is best if you have quality links going to your website instead of just large quantities of links.
- If you can get links from quality and relevant websites going to your website it will result in a boost of your ranking.
- Keep in mind that even sites that may not pass page rank for you can still increase traffic through clicks.
- Tell the search engines what your site is about with anchor text links that have your keywords in them. The clickable text of the link should be your core keyword phrase.

Anchor Text Links Example

- Here is an example of a good anchor text link for a site focusing on the keyword phrase weight loss tips.
- Find more information on effective and proven [weight loss tips](#) on their website.
- In Wordpress, Joomla, or in most HTML editors you can create an anchor text link by highlighting the text and choosing the paper clip or the link icon to insert the link and make the anchor text clickable.
- Here is the code to use for this type of link.
- `Search Engine Optimization`

Check Competitor Links

- Getting links that your top competition is getting can be very important for your overall success.
- Type in the keyword phrase that you want to go after in Google and look at the links that your top 10 competitors are getting.
- Use Yahoo Site Explorer to track backlinks and get ideas of new spots to get links.
- <http://siteexplorer.search.yahoo.com/>
- Type in the URL of your competitor and look for links.
- Look for legitimate competitors, so stay away from

Online Directory Submissions

- Submitting your sites to online directories is still an effective way to get backlinks. Sometimes paying for a link in the directories is good. Top directories include:
 - DMOZ.org – Look for recently updated categories.
 - Yahoo Directory – Costs \$299/year
 - Best of the Web Directory
 - Lii.org
 - JoeAnt.com
 - GoGuides.com
 - Also consider niche directories and check your resource page for more top online directories.

Online Directory Submissions

- Submit your site to only directories which have your category cached in the search engines.
- Browse to the category where your listing would be and highlight the URL and go to Google and copy and paste it into the search engines using the following:
- Cache:<http://www.directory.com/categoryname/>
- If it is cached than it means that you will gain benefit from having a link in that directory.
- Search for niche directories by doing niche plus directory in Google.
- http://www.isedb.com/html/Web_Directories/

Article Content Exchanges

- Look for content websites and blogs in your niche market by running a search on Google.
- Approach them about you writing a free article for their website in exchange for a link back to your website.
- Most of the time the webmaster or person running the website won't mind at all, and it gets you a quality link incoming to your website.
- Keep the article unique to them and don't blast this one out to article directories.

Blog Commenting and Reciprocal Links

- Seek out new blog posts in your niche market and make good, relevant comments on the blogs with a link going back to your website.
- <http://blogsearch.google.com>
- Reciprocal links can still provide some traffic to your website and also can give you some backlinks.
- The key is to only reciprocate with sites that are relevant in your niche market. A weight loss site should not do a link exchange with a golf website for example.
- Keep it to a minimum and seek out sites that have a high Google PageRank to do exchanges with.

Web 2.0 Content Management Platforms

- Many Web 2.0 Content Management platforms that large companies run allow you to create your own blogs and on these blogs and in these forums you can provide search engine friendly, anchor text links going to your website.
- Look for these sites and setup an account telling people about who you are and make blog posts about your interests.
- Also setup the blogrolls with links to your website if they allow it.

Web 2.0 Content Management Platforms

- Here are a few common social media based Web 2.0 content management platforms that you can use to find. There are literally thousands of each!
- Just run a Google search for their names with the phrases I specify below to find countless ones to use.
- Run a Google search on the following phrases in quotes:
 - "Social Media Platform by KickApps"
 - "news" community
 - Powered by Elgg.org
- Look at Ning.com for more niche pages where you can interact and build backlinks.

My Secret Source for More Web 2.0 Sites

- Look at www.go2web20.net for the latest Web 2.0 and social media sites.
- Setup profiles on these sites and link back to your website.
- Look for ways that you can interact and potentially drop in a backlink to your site in a non-spammy way.
- Stay updated weekly on the latest Web 2.0 properties to hit the market, and find some hidden gems that people aren't using.